

SECTION C – STATEMENT of WORK

C-1 Objective

The Office of the Chief Administrative Officer (CAO) is currently reviewing all aspects of the House Gift Shop to ensure quality customer service and operations to better serve the needs of the House of Representatives and its customer base. In keeping with the CAO's vision to be the premier service organization that serves the House community, the goal is to design and maintain a "best in class" Gift Shop. This Gift Shop will be aesthetically appealing, have a plan that promotes the value and quality of the items for sale and provide a unique shopping experience for the customer.

The contractor will be required to review and provide recommendations on the five major core task areas. These areas are Facilities (C.3.2); Product Line (C.3.3); Marketing (C.3.4); Personnel (C.3.5), and Business Processes (C.3.6). Current business practices, products, marketing or personnel should not limit assessments in these areas. In each section of C.3, Description of Work, a separate cost estimate must be provided for implementation of proposed changes, to include an estimated timeline, which are not dependent upon the execution of all recommendations

C.2 Background

The Gift Shop was created in 1994 to provide gift items for Members of Congress, their staff and the public. The current store is 1,200 square feet and carries approximately 1,400 items with an average inventory value of \$360,000. The product line currently consists of some high dollar items such as crystal figurines and replicas, paintings, china and jewelry, and some lower dollar items such as pens, magnets, key chains and mouse pads. In addition there are some educational books, CD's and videos, children's items and clothing. The Gift Shop currently displays some of its items in display cases in the general vicinity of the store. The basic layout and design of the store has basically remained the same since the opening date. The displays have not been updated and the décor has not been changed. This format is outdated and does not support the future plans of a "best in class" facility envisioned by the CAO.

C.3 Description of Work

C.3.1 Project Plan/Schedule and Plan Presentation

The Contractor will finalize and deliver a Project Plan and Schedule that details the methodology and specific elements of the plan by which subsequent elements of this contract will be performed based on their initial project plan in response to this RFQ.

The finalized project plan will be presented to the Gift Shop project team. As a part of the Project Plan presentation, the Contractor shall:

- 3.1.1 Present a plan pursuant to the proposed contract schedule for project execution including key milestones and deliverables

- 3.1.2 Present a methodology for developing the Requirements for the Facilities; Product Line; Marketing; Personnel, and Business Processes deliverables
- 3.1.3 Discuss and clarify project requirements, organization, outlines, and content of working papers and deliverables
- 3.1.4 Obtain management reports and other documentation that the House feels are necessary to complete this task
- 3.1.5 Identify key personnel and the tasks they will be assigned

C.3.2 Facilities

Provide an in-depth assessment of the interior design of the facilities to include layout, location, displays, décor, lighting, accessibility and storage capacity. Make recommendations for creating/developing a “best in class” design and general theme to include store profile and fixtures/displays. The fixtures and displays will include three plans based on a three tier financial approach.

C.3.3 Product Line

Determine merchandise strategy, assortment plan and merchandise mix. Evaluate the current product line and services available for value, quality, availability and selection. Products for purchase should appeal to a broad customer base, reflect well on the institution and vary in price (i.e. token items, specialty gifts). Make recommendations for continuation/adjustment of products and development of new product lines and potential vendors. Merchandise identified shall not conflict with Public Law 107-68 (SEC. 312. No funds appropriated or otherwise made available under this Act shall be available to any person or entity that has been convicted of violating any provision of the Buy American Act (41 U.S.C. 10a-10c)) or the high standards of the House of Representatives.

C.3.4 Marketing

Develop marketing plan for the services and products provided including signage, themes, advertising and web marketing. The plan will include a comprehensive marketing campaign designed to deliver a clear message and advertise products and services available.

C.3.5 Personnel

Determine staffing levels necessary to accomplish the overall goal of providing outstanding customer service. The area of personnel should include the optimum level of staffing required for a seamless business operation geared towards providing quality customer service. Determine whether the current staff is meeting the demands of the customer and develop performance measurements to ensure quality customer service. Develop and provide criteria for hiring, training and development.

C.3.6 Business Processes

Provide an assessment and analysis of current business processes employed. Business process recommendations will include at a minimum, retail standards for pricing structure, inventory levels, performance measurements and mechanisms for customer satisfaction feedback. Based upon retail industry standards and best practices (provide statistical information) determine which business processes should be changed or augmented. Provide recommendations for changing each process and develop measurements of success.

Deliverables And Milestone Schedule:

(BASED ON CONTRACT AWARD DATE (DOA). ALL DAYS ARE BUSINESS (WORKING) DAYS)

Deliverable	Description	Estimated Due Dates
1	Kick-Off Meeting (includes discussion of project plan)	DOA plus 1 week
2	Final Schedule/Project Plan Submission	DOA plus 2 week
3	Oral Presentation of Finalized Project Plan	DOA plus 2 week
4	C.3.2 Draft Recommendation for general theme and design	DOA plus 4 weeks
5	C.3.2 Final Recommendation for general theme and design	DOA plus 6 weeks
6	C.3.3 Product Line - Draft Merchandise strategy and evaluation of current product and potential products and vendors	DOA plus 8 weeks
7	C.3.3 Product Line - Final Merchandise strategy and evaluation of current product and potential products and vendors	DOA plus 10 weeks
8	C.3.4 Marketing - Draft Marketing Plan, to include implementation schedule and seasonal recommendations	DOA plus 12 weeks
9	C.3.4 Marketing - Final Marketing Plan, to include implementation schedule and seasonal recommendations	DOA plus 14 weeks
10	C.3.5 Personnel - Draft Organizational staffing structure to include criteria for performance measures, hiring, training and staffing	DOA plus 16 weeks
11	C.3.5 Personnel - Final Organizational staffing structure to include criteria for performance measures, hiring, training and staffing	DOA plus 18 weeks
12	C.3.6 Business Processes - Draft Business process assessment and measurements for success	DOA plus 20 weeks

13	C.3.6 Business Processes - Final Business process assessment	DOA plus 22 weeks
14	C.3.2 Facilities - Draft 3 Floor Plans that include detailed fixture/display specifications and pricing <ul style="list-style-type: none"> • Floor plan • List of required shelving, counters, etc. 	DOA plus 22 weeks
15	C.3.2 Facilities - Final 3 Floor Plans that include detailed fixture/display specifications and pricing <ul style="list-style-type: none"> • Floor plan • List of required shelving, counters, etc. 	DOA plus 24 weeks
16	Reporting: Bi Weekly Status Reports Bi Monthly Management reviews	Per the project schedule

Option:

- Provide on-going assistance with product and vendor selection on a quarterly basis.
Period of performance – 6 months.